



» A Heart for People Helping People

As 2021 marks the Carolinas Credit Union Foundation's 28th year in operation, our success is owed to each of you, all of our business partner supporters, and our strong bond with the Carolinas Credit Union League. In every year past, the Foundation has worked to ensure that your dollars truly make a difference in communities across North and South Carolina.

This year was no exception.

The credit union movement rose to 2020's many challenges through the power of our cooperative spirit and our stronger-than-ever commitment to the "people helping people" philosophy.

On behalf of your Carolinas Credit Union Foundation, I am proud to highlight our accomplishments and share our hopes for program expansion in 2021 and beyond. I encourage you to share in our successes, passing along the Foundation's collaborative good-work to your credit union and communities.

COVID Relief | Helping Those In Our Credit Union Family In Times Of Need

Many still hurt due to layoffs and expense increases, and our credit union employees are not immune to those struggles. The Foundation launched a COVID-19 Relief Grant program in early April to support your employees facing significant financial hardship as a result of this pandemic. Since then, **the Foundation has disbursed nearly \$300,000 in grants to members of our credit union family**, and we have added free financial counseling, in partnership with a national nonprofit GreenPath Financial Wellness, available to any credit union employee as we enter the new year.



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Community Grants | Championing Our Local Charities

Another grant program we announced in late 2020 multiplies the impact of our chapter system. In collaboration with each chapter, the Foundation is providing matching grants to double funds raised for local non-profits making meaningful impact in our communities. **Our hope is to award \$30,000 in matched grants through the chapter system over the next year.**

Small Credit Union Support

The Foundation is committed to strengthening our small credit unions. In early April, **we allocated funding for two free webinars for every credit union under \$100 million in assets, ensuring continued professional development despite the pandemic.** From a fund managed for Summit Credit Union and the James and Elizabeth Hamilton Foundation, **we earmarked nearly \$30,000 this year for additional opportunities for credit unions under \$50 million, including \$10,000 for participation in the League's TalentGuided Coaching Program.** We also fulfilled small credit unions' requests for webcams, provided through the generosity of the Hamilton Fund. A new grant program coming in 2021 will accommodate high-dollar thresholds for technology and capital improvements, and we continue to explore innovative ways to assist our small credit unions.

Member Scholarships For Higher Education

From October 1 to February 1, any member or employee of a Carolina-based credit

union is eligible to apply for an academic or needs-based scholarship from the Foundation. Credit unions can also have their own scholarship programs managed by the Foundation—a turn-key approach for supporting members' educational dreams. **This year, nearly 350 members received a total of more than \$420,000 in Foundation and credit union scholarships!** In 2021, all winners will have access to Zogo, a free app that makes financial education more fun and engaging.

Fund Management | Your Philanthropic Partner

As credit unions across the Carolinas continue to put people first, the Foundation is here as your partner in philanthropy, providing fund-management services with the added donor benefit of tax-deductibility. Credit unions are able to market donor-advised funds as their own foundation while focusing efforts on supporting local non-profits. Further, charitable donation account (CDA) proceeds may be deposited into donor-advised funds for distribution. New in 2020 is the Foundation's management of hardship funds on behalf of credit unions, providing grants to employees who have encountered personal financial hardships due to disasters or reasons beyond their control.

Victory Junction | Delivering More Smiles To Children Who Deserve Them Most

Through pandemic adjustments and shifted priorities, we have not lost sight of helping our dear friends at Victory Junction. Over sixteen years, Carolinas credit unions have

raised more than \$5 million to support Victory Junction's camp and outreach programs. Our biggest annual fundraiser is the Carolinas Cup, a large golf tournament and live auction organized by CUNA Mutual Group. **Through this year's scaled-down series of one-day, socially-distanced rounds throughout the Carolinas, the generosity of sponsors, players, and online auction participants provided \$60,000+ to ensure even more smiles among deserving children and their families.**

Awards Gala | Honoring Our Heroes

In late January 2020, the Foundation held its annual Awards Gala, a fundraiser supporting the operations of the Foundation. The fantastic party celebrated the amazing philanthropic work of Carolinas credit unions and honored credit union professionals for their achievements. In early 2021, the Foundation's UnGala will be held virtually, with a special guest speaker to inspire attendees to live with purpose.

Empowering Employees In 2021 & Beyond

In partnership with the Carolinas Credit Union League, we will be expanding CUNA's Financial Counseling Certification Program (FiCEP) program, further empowering credit union employees to guide your members to financial security. A new grant offering from the Foundation will make the FiCEP program more accessible and affordable. Further, in collaboration with the National Credit Union Foundation, **we will host a collaborative Empathy Workshop in early 2021, focusing on the alignment**

of empathy with our cooperative business model and the barriers impacting financial health in America.

As we gear up for another year of service, I ask that you again commit your support of the Carolinas Credit Union Foundation through the League dues process. **We have come a long way together, standing firm and focused on our mission to empower and inspire credit unions in the Carolinas through collaborative opportunities to enrich our communities.**



With a grateful heart,

A handwritten signature in black ink that reads "L Whaley".

Lauren Whaley
President
Carolinas Credit Union Foundation