

2018 COMMUNITY IMPACT REPORT



OUR VISION

Our CommunityAmerica Foundation is committed to supporting local organizations making an impact in our community. Our primary emphasis is funding programs focused on financial literacy education, reading literacy and other needed supports to help youth and families attain permanent, long-term financial success and independence. Through cause-related sponsorships, CommunityAmerica also gives to a variety of nonprofit organizations providing social services, healthcare, and the arts.



**“AND WE’RE
JUST GETTING
STARTED.”**

Lisa R. Ginter

2018 was an incredibly impactful year for the CommunityAmerica Foundation and the breadth of organizations we support. Philanthropic commitment is deeply engrained in our organization’s DNA. We’ve championed for the communities we serve in Kansas City for more than 75 years, and as our footprint across the city has grown, so have our philanthropic efforts.

In fact, in 2018 we proudly donated nearly \$800,000 to 501(c)(3) organizations across the greater Kansas City metropolitan area. This goodwill was extended even further as we launched our first-ever employee matching gift program and increased our paid employee volunteer hours to 16. Between our Foundation grants, cause-related sponsorships, and the volume of efforts we supported for our valued employees, CommunityAmerica’s philanthropic efforts have grown substantially in the last year alone.

CommunityAmerica is also intentional about allocating sponsorship funds to advance our charitable mission and create opportunities and experiences that wouldn’t otherwise be possible. And we’re just getting started. The charities we support span a veritable mosaic of causes in every major community in KC. From reading and financial literacy, to at-risk youth and education, to heart health and more, we are humbly making a difference.

Take a look at our philanthropic efforts from 2018. We look forward to continuing meaningful growth in 2019 and beyond.

Sincerely,

Lisa R. Ginter
Chief Executive Officer

Rick Schier
Chief Member Officer

OUR FOCUS

Around here, we say there's a reason "community" is in our name. Giving back and making our city a better place is a value shared by all of our employees.



EDUCATION

Education can contribute to income, future stability and well-being. This year, we donated **\$249,400** toward charitable organizations who advance literacy for both youth and adults, address high school dropout rates, and provide college scholarships.



FINANCIAL LITERACY & STABILITY

To further the work of local financial literacy organizations, we donated **\$230,060** to agencies that focus on ensuring that youth and adults gain the necessary knowledge to manage their resources successfully.



COMMUNITY INVOLVEMENT

The communities we are a part of shape who we are. We were able to donate **\$213,270** to local organizations that create and run programming to keep kids on track and ensure access to emergency social services.



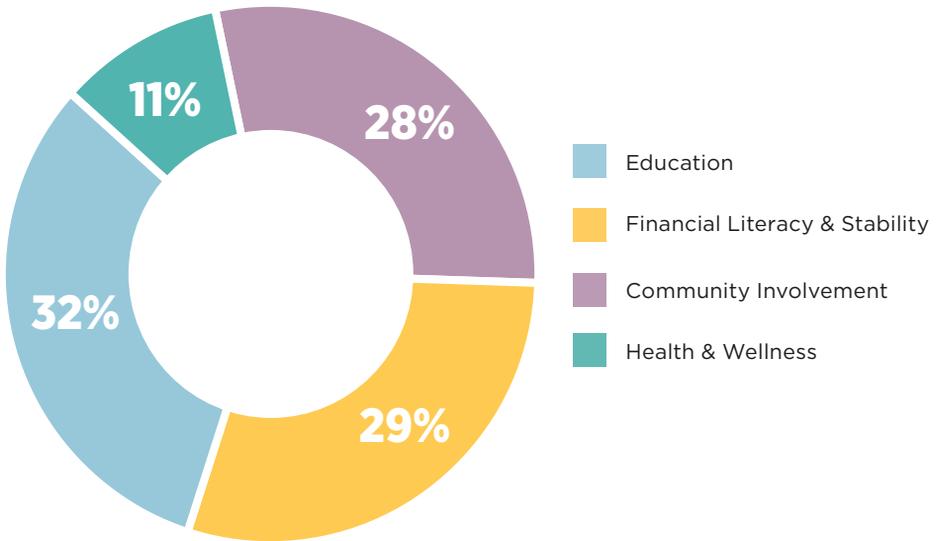
HEALTH & WELLNESS

To show our commitment to a healthy lifestyle, we support agencies with missions that provide medical and dental care to area children and support life-saving medical research efforts. We donated **\$85,500** to these causes.



TOTAL DOLLARS DONATED IN 2018

\$778,768.37





COMMUNITY PARTNERS

The power to create a community we love and are proud of starts with us. That's why we choose to invest our efforts into local organizations that have a powerful impact on our KC. Organizations like Veterans Community Project—who fight Veteran homelessness and offer important life services—and so many other great agencies with inspiring missions like these.



City Year believes all students have the potential to succeed, regardless of their circumstances, and is proud to partner with Kansas City Public Schools. This Americorp program addresses the needs of students who are at risk of falling behind their peers and potentially dropping out of school by putting key emphasis on the ABC's: Attendance, Behavior and Course Performance in reading and math.





**FINANCIAL
LITERACY
& STABILITY**

A long-time partner of CommunityAmerica is Junior Achievement of Greater Kansas City (JA-KC), a non-profit organization whose mission is to inspire and prepare young people to succeed in a global economy. With grant funding from CommunityAmerica Foundation, JA-KC of Greater Kansas City brings JA Finance Park Virtual, an innovative digital financial education program to area youth. The program helps middle and high school students learn how to budget and manage personal finances.



**COMMUNITY
INVOLVEMENT**

Boys & Girls Clubs of Greater Kansas City provides a fun, safe environment for kids to learn, play and grow toward success. From the College and Career Center for high school students, to tutoring and mentoring support, as well as sports and group activities, the Clubs provide quality programs to thousands of kids in the metro every day. Kids who may otherwise lack the resources for such opportunities.



**HEALTH &
WELLNESS**

For nearly 100 years, the American Heart Association has been fighting heart disease and stroke, striving to save and improve lives. The AHA's focus on healthy eating, lifestyle and fitness provide people with tools and resources to positively impact their health and quality of life.



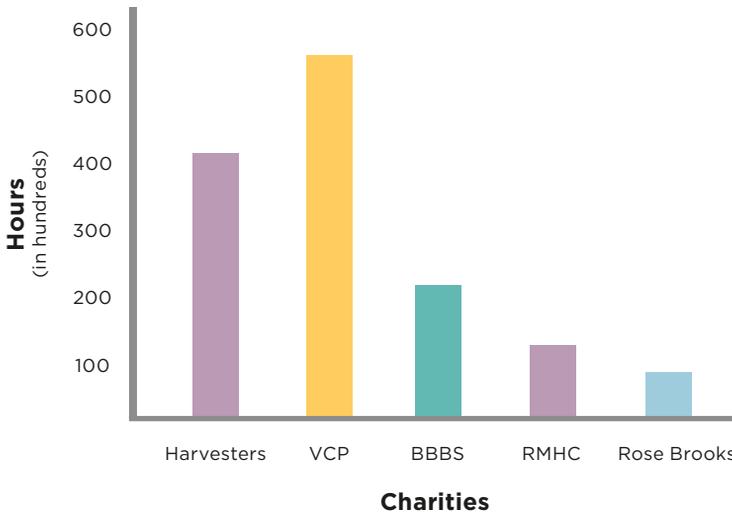


OUR VOLUNTEER IMPACT

Throughout the year, we volunteered 4,170 hours with 145 organizations. Our employees chose to use their hours at health and human service agencies, organizations supporting the arts, animal welfare agencies, and environmental organizations.

Where We Volunteered Most

Harvesters | Veteran's Community Project (VCP) | Big Brothers Big Sisters of Greater Kansas City (BBBS) | Ronald McDonald House Charities (RMHC) | Rose Brooks Center



Estimated Value of CommunityAmerica Volunteerism in 2018

\$102,957.30*

*The estimated dollar value of donated volunteer time is based on the 2018 Independent Sector Valuation of \$24.69 per hour, and does not reflect actual payroll costs.

VOLUNTEER OF THE MONTH

We are proud of our employees for impacting the community with gifts and volunteerism. In April 2018, we introduced our Volunteer of the Month Program. We randomly select one winner from everyone using their hours to receive a \$100 gift from CommunityAmerica Foundation to share with a charity of their choice.



APRIL

Audrey Brown
Manager
Branch Center



SEPTEMBER

Megan Bishop
Retail Branch Associate



MAY

Tracey Steward
Financial Relationship
Specialist



OCTOBER

Mitch Hoyt
Product Marketing
Specialist



JUNE

Corinne Campbell
Senior Financial
Relationship Specialist



NOVEMBER

Celeste Reece
Assistant Manager
Branch Sales



JULY

Chad Carroll
Manager
Contact Center



DECEMBER

Lisa Phillips
Senior Insurance
Support



AUGUST

Meredith Loewe
Training Specialist

VOLUNTEER OF THE YEAR



DIAMOND LAMBERT

Innovation Lab
Manager

Diamond Lambert was recognized as our first ever Volunteer of the Year for her work with Literacy KC. Inspired by her family's roots, she is passionate about using her platform as a member of Literacy KC's Board of Directors to advance reading literacy and the Kansas City metropolitan area.

HUMANITARIAN OF THE YEAR



BOB GLASER

Commercial Banking
Community Development Partner

Bob is passionate about working with great organizations and people to make a difference in the community through advocacy. His dedication to advancing causes in the nonprofit sector led him to being honored by the Truman Heartland Community Foundation as the 2018 Humanitarian of the Year.



DOUBLING THE IMPACT

What's more powerful than a donation? Two donations. We have been so inspired by the powerful involvement of our employees in their communities that in 2018 we started our CommunityAmerica Foundation Matching Gift Program.

Our employees donate to causes close to their hearts; we support matching donations up to \$250 for each employee to 501(c)(3) organizations. By matching employee gifts, employee and company resources are leveraged for maximum community benefit. We are pleased to share we'll be offering this opportunity again in 2019.



ACCOLADES

EMPLOYEE VOLUNTEER GROUP OF THE YEAR

We're so honored to have been recognized at Rose Brooks Center's annual Volunteer Appreciation Event and awarded the "Employee Volunteer Group of the Year" award. Their mission to provide a safe haven to women, children and pets who have been impacted by domestic violence is one we strongly believe in; that's why we proudly support this organization through volunteerism and our CommunityAmerica Foundation.

CORPORATE PARTNER OF THE YEAR

Truman Heritage Habitat for Humanity recognized CommunityAmerica as its Corporate Partner of the Year. CommunityAmerica was the presenting sponsor of the inaugural Dig Deep and Leap event in 2018. Participants, including one lucky CommunityAmerica member, rappelled from the top of Arrowhead Stadium in support of their mission to build strength, stability, and self-reliance through access to affordable housing.



COMMUNITYAMERICA FOUNDATION

BOARD OF DIRECTORS



RICK SCHIER
Chairman



JEAN CLAYTOR
Secretary



MIKE HAGGERTY
Director

ADMINISTRATION

KATHRYN HARVEL
Executive Director

MELINDA WARD
Administrative Support



GRANT & SPONSORSHIP RECIPIENTS

American Heart Association
Big Brothers Big Sisters
Boy Scouts of America - Heart of America Council
Boys & Girls Clubs of Greater Kansas City
Budget & Financial Management Assistance - KC
Catholic Charities of Kansas City - St. Joseph
Child Protection Center
Children's Mercy Hospital
Children's Miracle Network
Christo Rey
City of Fountains Foundation
City Year Kansas City
Community Services League
Faith Always Wins Foundation
Girl Scouts of NE KS and NW MO
Heartland Credit Union Association Foundation
High Aspirations
Hillcrest Ministries
Hope House
Hyman Brand Hebrew Academy
Jared Coones Pumpkin Run
Johnson County Public Library
Junior Achievement of Greater Kansas City
Juvenile Diabetes Research Foundation
Kansas City Hospice
Kansas City Pet Project
Kansas City Repertory Theatre
Kansas City University Radio (KCUR)
KC Scholars
KC Sports Commission/WIN for KC
KC Start Up Foundation
Lead to Read Kansas City
Lee's Summit Symphony
Leukemia and Lymphoma Society - Mid America
Liberty Education Foundation
Literacy KC
Metropolitan Community College
Metropolitan Lutheran Ministries
Mid Continent Library Foundation
Midwestern PGA Foundation
Miles of Smiles
National Credit Union Foundation
Newhouse
Nonprofit Connect
North Kansas City Hospital
Olathe Public School District Foundation
Operation Breakthrough
Parenting Children with Special Needs
Phoenix Family
Rainbow Center
Rockhurst University
Ronald McDonald House Charities
Rose Brooks
School of Economics
Sheffield Place
Special Olympics
St. Michael the Archangel Catholic High School
Starlight Theatre
The Children's Place
Truman Heartland Community Foundation
Truman Heritage Habitat
TWA Museum
United Way of Greater Kansas City
Veterans Community Project
Victory Project
Wayside Waifs
William Jewell College
Women's Employment Network
The Women's Foundation
YMCA
Young Entrepreneurs Program KC
YouthThrive



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CREDIT UNION

CommunityAmerica.com