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COMMUNITY IMPACT REPORT





OUR VISION

CommunityAmerica Credit Union, along with CommunityAmerica Foundation, is committed to supporting local organizations making positive impacts in our community. Funding is focused on four key areas: Financial Literacy and Stability, Education, Health and Well-Being, and Strengthening Communities. Our foundation grants focus on financial literacy education, reading literacy, and other needed educational supports to help youth and families attain long-term financial success and independence. Through cause-related sponsorships, CommunityAmerica also gives to a variety of nonprofit organizations to support social services, healthcare, and the arts.

Each year, CommunityAmerica continues to build upon its Kansas City presence in meaningful ways, and a big part of that is through philanthropic give-back. We're proud to share that our 2019 community impact totals surpassed all previous records: Our volunteers donated more than 5,130 total hours across 160 organizations! We also donated more than \$1 million to local charities.

We can't put into words how much we love supporting the causes doing important work in our backyard. Our community is only as good as our investment into it, and we're proud to have made many big moments possible in 2019. This includes painting Northeast Middle School in KCMO on Martin Luther King Day, hosting Operation Breakthrough trick-or-treaters in our employee-decorated corporate headquarters, and installing lights throughout the Veterans Community Project Village to bring cheer during the holidays. Efforts such as these, among many others, led to CommunityAmerica being named the 'Business Philanthropist of the Year' by Nonprofit Connect.

I was also personally privileged to raise funds for organizations through event chair leadership positions. This included a record-breaking \$2.4 million at the 2019 Children's Mercy Red Hot Night Gala.

I invite you to review this impact report and read more about how we supported our beloved KC in 2019. The cumulative engagement and give-back totals represent our love for this community and the individual metropolitan areas we serve.

Sincerely,

Lisa R. Ginter
Chief Executive Officer



HIGHLIGHTS & AWARDS

15 & THE MAHOMIES FOUNDATION

LISA GINTER NAMED COMMUNITY MVP

At the first annual benefit for Patrick Mahomes' charitable foundation, 15 & The Mahomies, he recognized those he views as positive change-makers in the community. Our CEO Lisa was honored as a Community MVP for her commitment to making a charitable impact in Kansas City.



NONPROFIT CONNECT

2019 BUSINESS PHILANTHROPIST OF THE YEAR

CommunityAmerica was recognized as the “**2019 Business Philanthropist of the Year**” by Nonprofit Connect. Nominated by The Boys and Girls Clubs of Greater Kansas City, we were honored to receive this meaningful recognition. We will continue our commitment to make Kansas City a better place to live, an easier place to be successful, and increase access to the tools and resources needed to achieve financial peace of mind.

JUNIOR ACHIEVEMENT

CENTENNIAL AWARD

We are so proud to have been honored with Junior Achievement’s Centennial Award. Celebrating JA’s 100-year history, the nationally sanctioned award gave local JA chapters the opportunity to recognize a business partner doing great work in the financial literacy space. Over the past two decades, CommunityAmerica employees have spent over 45,000 hours volunteering and mentoring over 6,000 local JA students. The distinction also celebrated our announcement to commit a \$1 million gift to Junior Achievement of Greater Kansas City as the presenting sponsor of a new JA BizTown facility and JA Finance Park Virtual. These programs will help the nearly 25,000 students JA serves annually who receive financial literacy education and career prep right here in Kansas City.





OUR FOUR PILLARS

FINANCIAL LITERACY & STABILITY

HILLCREST TRANSITIONAL HOUSING

Financial Literacy and Stability are at the core of our mission to help people achieve financial peace of mind. In support of that goal, CommunityAmerica donated over **\$487,099** to agencies that focus on ensuring that youth and adults gain the necessary knowledge to manage their resources successfully.

Highlight: In 2019, CommunityAmerica Foundation proudly supported Hillcrest Transitional Housing. Hillcrest helps move homeless children, adults, and families to self-sufficiency by addressing the root causes leading to homelessness.

EDUCATION

MID-CONTINENT PUBLIC LIBRARY

Education empowers people to build a better life for themselves, their families, and the world. This year, we donated **\$336,700** to charitable organizations that support elementary, secondary and higher education, advance literacy, address high school dropout rates, and provide scholarships.

Highlight: CommunityAmerica Foundation gave a grant to Mid-Continent Public Library to create RE(a)D Fridays as part of the Reading Rocket program. This mobile library visits underserved areas across the metro to distribute books and encourage families to read together.

STRENGTHENING COMMUNITIES

WIN FOR KC

The communities we are a part of shape who we are. We donated more than **\$393,800** to local organizations that create and run programming to keep kids on track, ensure access to food and emergency services, and ensure a thriving arts community in KC.

Highlight: In 2019, CommunityAmerica was a presenting sponsor of the WIN for KC luncheon, the largest gathering in the U.S. celebrating girls and women in sports. WIN for KC empowers girls and women through promoting the lifetime value of sports and fitness and its role in leadership development.

HEALTH & WELL-BEING

CHILDREN'S MERCY

The well-being of Kansas City depends on children and families having access to healthcare and to programs focused on improving their health. CommunityAmerica donated **\$185,580** in support of area hospitals, organizations focused on finding cures to complex diseases, and providing dental and vision services to children.

Highlight: As part of CommunityAmerica's commitment to the health of Kansas City, Lisa Ginter and her husband, Barry, served as honorary co-chairs of the 2019 Red Hot Night benefitting Children's Mercy. This year's event set a record of over \$2.4 million raised.

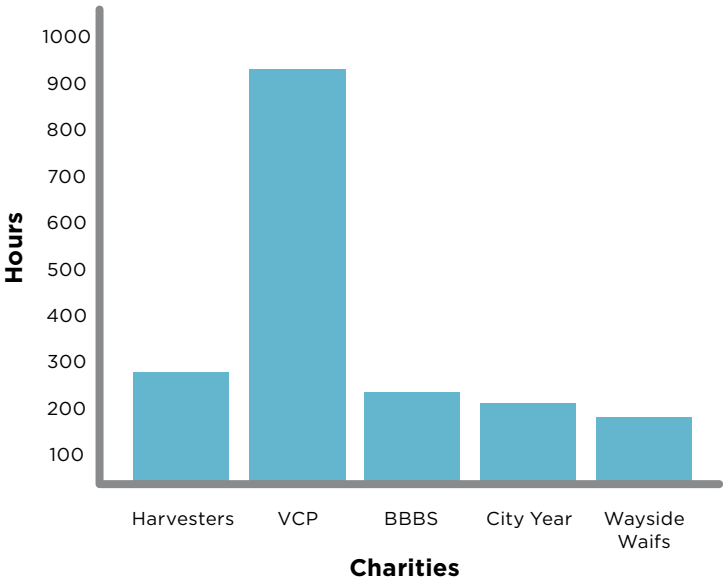




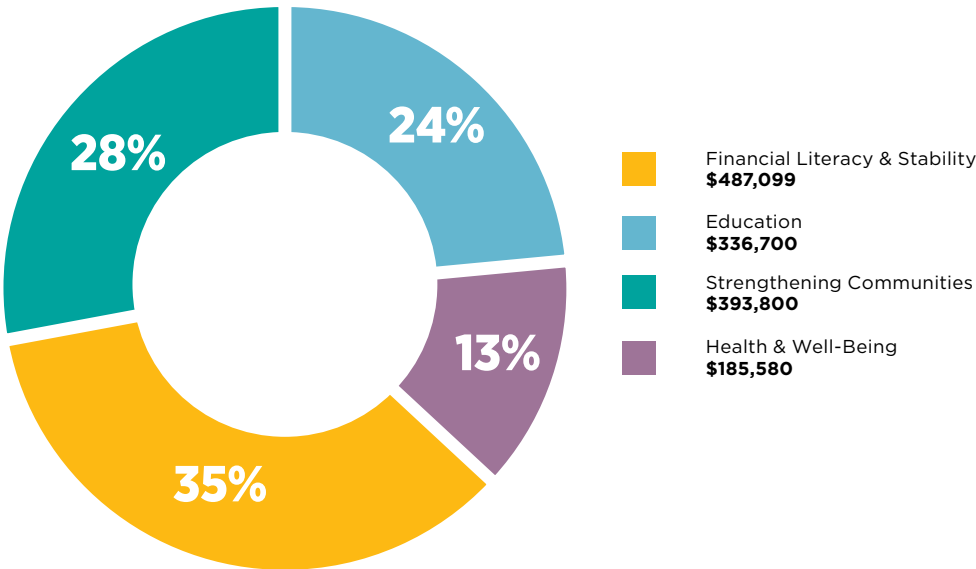
BY THE NUMBERS

Where We Volunteered Most

Harvesters | Veterans Community Project (VCP) | Big Brothers Big Sisters of Greater Kansas City (BBBS) | City Year | Wayside Waifs



Total Dollars Donated in 2019
\$1,403,193.43



Percentage of dollars donated





NOTABLE STORIES

CITY YEAR

MARTIN LUTHER KING, JR. DAY

“We’re so proud to have CommunityAmerica as such a strong partner and supporter of our work in schools. Together, we celebrated the life and legacy of Dr. Martin Luther King, Jr. with a ‘day on, not a day off,’ by brightening and beautifying the halls of Northeast Middle School to connect, uplift, and inspire the students, staff, and community.”

Audra Clark, *Executive Director*

UNION STATION

REFLECTING MOTION & HOLIDAYS AT THE STATION SPONSOR

“In 2019, CommunityAmerica partnered with Union Station Kansas City, Inc. to provide family-friendly programming and exhibits for the entire Kansas City community and its visitors. They joined Union Station as the presenting sponsor of “Reflecting Motion,” the largest public art installation in Kansas City in thirty years, and also helped bring cheer to our city as the presenting sponsor of the annual Holidays at the Station celebration, which draws hundreds of thousands of visitors to Kansas City and Union Station throughout the holiday season.”

George Guastello, *President & CEO*

OPERATION BREAKTHROUGH

HALLOWEEN & HOLIDAY CAROLERS

“When CommunityAmerica says that they care about kids, they really mean it. For the last two years, they have thrown a not-so-scary Halloween celebration for our kids. The little ones treat-or-treat around their various departments, who compete for best themed décor! In December, we return to sing holiday songs to their employees! These are moments our kids talk about for months to come.”

Mary Esselman, *President & CEO*

VETERANS COMMUNITY PROJECT

VCP VILLAGE LIGHTING

“CommunityAmerica has been a major supporter in our efforts to provide vital wrap around services that homeless Veterans need to successfully reintegrate into society. This holiday, they brought holiday spirit and joy to the Veterans decorating all 49 tiny homes in the VCP Village. This joy spread to the entire neighborhood and the many supporters of VCP.”

Bryan Meyer, *Co-Founder and CEO*





FEEL GOOD FRIDAYS

Red Friday has been a Kansas City Chiefs Kingdom tradition for 28 years. In keeping with this celebration of local charities, we launched Feel Good Fridays during the 2019 Chiefs Football season! On four special Fridays, we shared our favorite moments from our own community involvement, from packing cancer care kits for the American Cancer Society's Hope Lodge to supporting Ronald McDonald House Charities of Kansas City through our annual employee holiday drive.



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

15 & The Mahomies Foundation
Ability KC
Advent Health Foundation
Alzheimer's Association
American Cancer Society
American Heart Association
Arts KC
Big Brothers Big Sisters
Boy Scouts-Heart of America Council
Boys & Girls Clubs of Greater Kansas City
Braden's Hope For Childhood Cancer
Catholic Charities
Children's Mercy Hospital
Cristo Rey
City Year Kansas City
Community Services League

Credit and Home Ownership Empowerment Services, Inc.
Della Lamb Community Services
Determination Incorporated
Developing Potential
Diocese of Kansas City-St. Joseph
Downtown Lee's Summit Association
EPEC Inc.-The Grooming Project
Erin Andra Wilson Foundation
Faith Always Wins Foundation/Seven Days
Friends of JCDS
Girl Scouts of NE KS and NW MO
Guadalupe Center
Happy Bottoms
Harvesters
Heartland Credit Union Charitable Foundation

GRANT & SPONSORSHIP RECIPIENTS (CONTINUED)

Heritage Philharmonic
High Aspirations
Hillcrest Ministries
Hope House
Inclusion Connections
Job One
Junior Achievement of Greater Kansas City
Juvenile Diabetes Research Foundation
Kansas City Public Schools Education Foundation
Kansas City Sports Commission & Foundation/WIN for KC
Kansas City Symphony
Kansas State Alumni Association
Kansas University Endowment Association
KC Scholars
KC Start Up Foundation/MECA Challenge
KCPT
KCUR
KVC Health/KVC Health System
Lead to Read KC
Lee A. Tolbert Academy
Lee's Summit Cares
Lee's Summit Symphony
Leukemia and Lymphoma Society
LevelUp Kids
Liberty Education Foundation
Literacy KC
Metropolitan Community College
Metropolitan Lutheran Ministries
Mid-Continent Public Library Foundation
Mid-America ACC
Midwest PGA Foundation
MRI Global
National Credit Union Association Foundation
Newhouse
Noah's Bandage Project
Nonprofit Connect
North Kansas City Hospital
North Kansas City Schools Education Foundation
Northland Early Education Center
Olathe Public Schools Foundation
Operation Breakthrough
Parenting Children with Special Needs
Phoenix Family
Police Foundation of Kansas City
Rainbow Center
Reach Out and Read
Rockhurst University
Ronald McDonald House Charities of GKC
Rose Brooks Center
Salvation Army
The Arts & Recreation Foundation of Overland Park
The Be Legendary Landon Daniel Foundation
The Family Conservancy
The Jared Coones Memorial Foundation
The Rabbit Hole
Truman Heartland Community Foundation
Truman Heritage Habitat
Turn the Page KC
TWA Museum
Union Station Kansas City
United Nations Credit Union Foundation
United Way of Greater Kansas City
Urban Youth Academy
Variety KC
Veterans Community Project
Victory Project
Who is Carter Foundation
William Jewell College
Women's Employment Network
Women's Foundation
Young Entrepreneurs Program KC



CommunityAmerica.com