

Community Impact Report

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Community
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CREDIT UNION

At the core of CommunityAmerica is our commitment to the credit union value of “people helping people.” The idea of giving back to make our community a better place for our members to live and work is part of our DNA. CommunityAmerica Credit Union, along with CommunityAmerica Foundation, supports local organizations making positive impacts in four key areas:



**Financial
Literacy &
Stability**



Education



**Health &
Well-Being**



**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, education, health care and the arts.

The year 2020 brought many challenges to people across the world because of COVID-19, and so many of those in the community we serve experienced those challenges first-hand. We're committed to helping people find a path to peace of mind, and as challenging as 2020 was, I couldn't be more proud of the impact we made in so many people's lives.

CommunityAmerica is intentional about how we allocate funds to support charities in the greater Kansas City area. Last year we donated almost \$1.4 million to 501(c)(3) organizations. Though we necessarily had to suspend our group employee volunteer program due to the shutdown, I'm proud that more than 25% of our employees gave volunteer time to 78 different organizations in our community. To supplement the inability of our employees to visit local organizations in person, we sent meals to community partners for their staff and families as they dedicated their time to helping those in need.

Furthermore, our ability to act as financial first responders in the wake of the pandemic, providing nearly \$525 million in loan extensions and more than \$246 million in mortgage extensions, is the perfect example of why we exist. Additionally,

we supported small businesses with nearly \$54 million in Paycheck Protection Program loans, preserving approximately 10,000 jobs right here in our great city.

I am personally honored and privileged to raise funds for a variety of organizations through event chair leadership positions. This year included a record-breaking \$2 million raised at the virtual 2020 Kids Night Out Event benefiting the Boys & Girls Clubs of Greater Kansas City.

Please take the time to read our Community Impact Report and learn how we supported our community in 2020. Every initiative we engaged in created opportunities, second chances and a glimmer of hope. Our love for this community and the people who live and work here is unparalleled, and we look forward to continuing our mission in 2021 and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa R. Ginter". The signature is fluid and cursive, with the first name "Lisa" being the most prominent.

Lisa R. Ginter
Chief Executive Officer

Highlights & Awards

“Mr. Travis” Honored as Volunteer of the Year

Travis Korthanke, Branch Manager at Shoal Creek, was humbled by a surprise visit from the Winnwood Elementary faculty to honor him as the school’s “Volunteer of the Year.” Travis shared the following about his volunteerism:

“As much as they appreciate me, I get even more out of going and being able to serve them. Having the opportunity to lead and see these kids grow on a weekly basis makes me happy. When I head down the hall and enter Mrs. Wilson’s classroom, the kids are always excited when they see me come in. “Hi Mr. Travis!! Mrs. Wilson, can I work with Mr. Travis today?” is blurted out by many of the students. I love being able to do this and am so thankful for the volunteer time CommunityAmerica provides for all employees. Everyone needs to have something they give back to that makes them feel this good.”

We are so proud of our CommunityAmerica employees, like Travis, who give of their time and talent to make our community a better place. Thank you, Mr. Travis!



Bob Glaser: A Legacy of Impact

A revered member of CommunityAmerica’s Commercial Banking team, Bob Glaser is renowned in eastern Jackson County and beyond for his civic and philanthropic endeavors. In 2020, CommunityAmerica was proud to see Bob honored with the Lieutenant Governor’s Senior Service Award for the state of Missouri, bestowed by Lt. Governor Mike Kehoe following a nomination by State Senator Mike Cierpot. Bob’s passion for volunteering is felt by all of those around him who benefit from his leadership and kindness.



Lisa Ginter Receives Rashford-Lyon Award for Leadership and Ethics

Each year, Rockhurst University honors individuals in the community with its Rashford-Lyon Award for Leadership and Ethics. In March 2020, Rockhurst University celebrated five decades of co-ed education by honoring five women representing the contributions of women throughout its history. Lisa Ginter, CEO, a 1987 alumna and member of the Rockhurst University Board of Trustees, was among the recipients due to her influence as a business leader at the local and national level, as well as her focus on philanthropy and community impact.

Photo: Lisa Ginter (right) and Carly Fiorina (left), Leadership Series keynote and former CEO of Hewlett Packard, the first woman to ever lead a Fortune 50 company.

Our Pillars

Financial Literacy & Stability



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 **\$502,500** to agencies that focus on ensuring youth and adults gain the necessary knowledge to successfully manage their resources.

Education



Education empowers people to build a better life for themselves, their families and our community. This year, we donated **\$296,041** to charitable organizations that support elementary, secondary and higher education, advance literacy, address high school dropout rates and provide scholarships.



Rose Brooks Center is committed to breaking the cycle of domestic violence in our community. CommunityAmerica has been a long-time supporter through employee volunteerism and grants to their financial literacy programming. In 2020, we were a presenting sponsor for Rose Brook's annual Cabaret event with Anita Newton, Chief Innovation Officer, and Dean Newton, CommunityAmerica Board of Directors chairman, serving as event chairs.



Metropolitan Community College plays an important role in providing students with a life-changing education and a workforce-ready skill set. With a minority enrollment of almost 40%, MCC is also a key player in helping to achieve more diversity, equity and inclusion in our business community. In 2020, CommunityAmerica was the presenting sponsor of the Martin Luther King, Jr. Scholarship Luncheon that helped raise scholarship funds.

Our Pillars (Cont'd)

Health & Well-Being



The well-being of Kansas City depends on children and families having access to health care and programs focused on improving their health. CommunityAmerica donated **\$131,990** in support of area hospitals, organizations focused on finding cures to complex diseases, and primary health and dental care for kids.



Formerly called "Miles of Smiles," **LevelUp Kids** rebranded in 2020 as they added the ICare4Kids vision care program to their established Miles of Smiles dental program for low-income children in Clay and Platte Counties. CommunityAmerica loves that their services help to "level" the playing field and ensure the need for dental or vision care is not holding kids back from being successful in school.

Strengthening Communities



The communities we are part of shape who we are. That is why we believe it is so important to support organizations that make our Kansas City region a better place to live and work. We donated more than **\$451,403** to area organizations that create and run programming to keep kids on track, help our arts community thrive and ensure access to food and emergency services.



As the pandemic began in early 2020, CommunityAmerica stepped in to support **The Kansas City Regional COVID-19 Response and Recovery Fund**, organized by the United Way of Greater Kansas City, The Mid-America Regional Council, LISC Greater Kansas City and the Greater Kansas City Community Foundation. More than \$14 million has been granted to hundreds of organizations across the Kansas City region to address pandemic-related impacts in our community.

Our Giving

\$1,381,934

In one of the most difficult years in recent memory, we proudly gave back nearly \$1.4 million to support our community.



- Financial Literacy & Stability **\$502,500**
- Education **\$296,041**
- Health & Well-Being **\$131,990**
- Strengthening Communities..... **\$451,403**

1,816 Hours

Despite the pandemic, 25% of CommunityAmerica employees provided volunteer hours to 78 different local nonprofits.



- Financial Literacy & Stability **325 hours**
- Education **683 hours**
- Health & Well-Being **85 hours**
- Strengthening Communities..... **664 hours**
- Other..... **59 hours**

Top Volunteered Organizations

By CommunityAmerica Employees



City Year
Kansas City



Big Brothers
Big Sisters
Kansas City



Wayside Waifs

Grant & Sponsorship Recipients

15 & The Mahomies Foundation

Advent Health Foundation

American Heart Association

Arts & Recreation Foundation of Overland Park

Big Brothers Big Sisters Kansas City

Bishop Ward High School

Boy Scouts – Heart of America Council

Boys & Girls Clubs of Greater Kansas City

Bright Futures Fund

Camp Kesem – University of Kansas

Catholic Charities of Kansas City – St. Joseph

Central Exchange

Children's Mercy Hospital

City Year Kansas City

Community Services League

Cristo Rey

Della Lamb

Developing Potential

Grandview Education Foundation

Greater KC Hispanic Collaborative

Greater KC Sports Commission/WIN for KC

Guadalupe Centers

Hands to Hearts

Harvesters

Heartland Credit Union Association Foundation

Heritage Symphony

High Aspirations

Hillcrest Transitional Housing

Hope House

Inclusion Connections

Jared Coones Pumpkin Run

Juvenile Diabetes Research Foundation

Jewish Family Services

Jewish Vocational Services

Junior Achievement of Greater Kansas City

Kansas City Football & Cheerleading, Inc.

Kansas City Pet Project

Kansas City Public School Foundation

Kansas State Alumni Association

Kauffman Center for the Performing Arts

KC COVID-19 Response & Recovery Fund (GKCCF)

KC Scholars

Kansas City PBS

KCUR 89.3/NPR

Kids TLC

Lead to Read

Leukemia and Lymphoma Society – Lower Plains

LevelUp Kids

Liberty Education Foundation

Literacy KC

Metropolitan Community College

Mid-Continent Public Library

Mother's Refuge

National Credit Union Foundation

Newhouse

Nonprofit Connect

North Kansas City Hospital

North Kansas City Schools Education Foundation

Olathe Public Schools Foundation

Operation Breakthrough

Phoenix Family

Reach Out and Read

Rockhurst University

Rose Brooks

Sheffield Place

St. Michael the Archangel

Starlight Theatre

The Family Conservancy

Truman Heartland Community Foundation

Truman Heritage Habitat

Truman Library Institute

Turn the Page KC

TWA Museum

Union Station Kansas City

United Nations Credit Union Foundation

United Way of Greater Kansas City

United WE

Urban Youth Academy

Variety KC

Veterans Community Project

Wayside Waifs

Welcome House

William Jewell College

Women's Employment Network

YMCA of Greater Kansas City

Notable Stories

CommunityAmerica Support Positions Literacy KC for Success

Literacy KC

We were so excited in 2017 when Literacy KC presented plans to open new offices in the expanded campus of Operation Breakthrough, bringing these community partners together under one roof. CommunityAmerica Foundation made a grant of \$100,000 in support of this transformational move and the expansion of their literacy programming.

That is why we were even more excited to receive a letter of thanks from Literacy KC CEO Gillian Helm in 2020, citing that support as a conduit to great news for the organization. Literacy KC was awarded a grant from the Department of Elementary and Secondary Education that will equate to more than \$6 million over the next three years. These funds will increase their high school equivalency, basic literacy, English language, civics education and workforce development programming throughout the greater metro area and beyond.

Kids Night Out Sets All-Time High Record

Boys & Girls Clubs of Greater Kansas City

Boys & Girls Clubs of Greater Kansas City (B&GC-GKC) is one of CommunityAmerica's favorite partners. In 2020, we were even more in awe of the incredible work they do as they pivoted to continue serving their kids and the community in the face of the pandemic. B&GC-GKC opened their doors so kids could have access to Wi-Fi and continue to excel in school, served hundreds of hot meals daily and had staff acting as de-facto social workers to ensure kids and families got the support they needed.

Going into 2020 as a Presenting Sponsor of their largest fundraiser, Kids Night Out (KNO), we could not have foreseen the importance the event would have this past year. With Lisa Ginter as an honorary co-chair of the first ever virtual KNO, the event raised a record-breaking total of more than \$2 million.

Board of Directors

Rick Schier
Chairman

Jean Claytor
Secretary

Mike Haggerty
Director

Administration

Kathryn Harvel
Executive Director

Crystal Hinck
Administrative Support

Notable Stories (Cont'd)

Five Days of Giving

CommunityAmerica

The Five Weeks of Giving is a special annual tradition at CommunityAmerica where Lisa Ginter gifts our employees a holiday surprise each week in December. In a particularly difficult year for our community, CommunityAmerica not only celebrated Five Weeks of Giving with our employees, but also dedicated a week of giving to our community. During 'Five Days of Giving', we donated \$10,000 to five deserving charities that really stepped up to help during the pandemic – Catholic Charities of Kansas City-St. Joseph, Jewish Family Services, United Way of Greater Kansas City, Community Services League and Harvesters Community Food Network. This amounted to a total of \$50,000 donated in one week to philanthropies across Kansas City!



Feel Good Friday

CommunityAmerica

This may have looked different this year, but one thing that remained the same was our commitment to celebrating local charities. After a tremendously tough year for our nonprofit community, we highlighted a few special partners including Hope House, Ronald McDonald House Charities of KC, and LevelUp Kids. Without being able to send volunteer support, we sent in the next best thing – food! We provided meals from local restaurants to the staff and families of these special partners.

Breakfast: LevelUp Kids

Lunch: Hope House

Dinner: Ronald McDonald Charities – GKC



