

2021

Community Impact Report

Community
 **america**
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 the 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.

CommunityAmerica is about “people helping people,” whether that’s through our products and services or our community giveback. 2021 was a big year for us financially and, when that happens, we’re able to give back even more to Kansas City. Over the course of the year, we donated more than \$1.4 million and volunteered countless hours with local organizations to assist them in their missions. This booklet will highlight some of the organizations and programs that we partnered with to make positive impacts in our community.

One such impact was the expansion of our partnership with Junior Achievement of Greater Kansas City (JA-GKC) as the presenting sponsor and exclusive banking partner at JA BizTown, which opened its doors in 2021. Financial literacy is a focus of what we do at CommunityAmerica, and education is something that I hold dear to my heart as the importance of it was instilled in my family by my mother. She taught us that people should always be learning, so partnering with JA-GKC to share CommunityAmerica’s financial knowledge and expertise with area youth was a no-brainer. I’m excited to continue working with JA-GKC to see what else we can integrate in the future within this experiential learning center.

There were many other ways we helped people and organizations throughout our service area, including amazing charities like Operation Breakthrough, 15 and the Mahomies, Inclusion Connections, and many other notable non-profits. I invite you to read through this booklet to see detailed descriptions of ways the credit union gave back to these organizations and others during the past year. I’m very proud of my CommunityAmerica family, and I look forward to seeing how we can help in the future.

Sincerely,

Lisa R. Ginter
Chief Executive Officer

Our Pillars

Financial Literacy & Stability



Financial Literacy and Stability are at the core of our mission to help people get on a path to thrive and achieve financial peace of mind. CommunityAmerica donated **\$434,450** to ensure that youth and adults had opportunities to access needed supports to stabilize their financial position and receive educational opportunities and training to foster understanding of how to maintain financial stability in the long-term.

Education



CommunityAmerica is dedicated to helping our Kansas City community thrive and we cannot do that without an educated workforce. With the impact of the pandemic, our educational systems face more challenges than ever. In 2021, we donated **\$440,000** in support of elementary, secondary and higher education, as well as workforce certification programs, reading literacy initiatives, and to provide scholarships.

Health & Well-Being



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 **\$125,000** 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.

Strengthening Communities



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 more than **\$344,000** in support of area hospitals, organizations focused on finding cures to complex diseases, and primary health and dental care for kids.

Our Giving

\$1,344,168

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



Top Volunteered Organizations

By CommunityAmerica Employees

CommunityAmerica provides 16 paid hours per year to our employees to dedicate their time, talents and energy to making a difference in our community. In 2021, over 90 local nonprofits were served by CommunityAmerica employees equating to over \$40,000 in estimated value to our nonprofit partners.



City Year
Kansas City



Big Brothers
Big Sisters
Kansas City



Wayside Waifs

Notable Stories

Read for 15

Reading is a critical skill for success in school and throughout life. Research shows that children who do not read well by the third grade are at risk of falling behind and may lead to them not graduating from high school. That is why supporting reading literacy programs is a huge focus for CommunityAmerica. We are proud to be the Presenting Sponsor of the 15 and the Mahomes Read for 15 program where Patrick Mahomes, Kansas City Chiefs quarterback and Superbowl MVP, lends the power of his voice to encourage children and their families to make reading a part of their daily lives.



Inclusion Connection

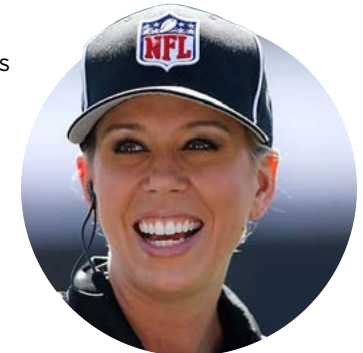
In 2021, the COVID-19 pandemic continued to present a myriad of problems and issues to overcome for our nonprofit partners. Lisa Ginter, CommunityAmerica CEO and Joel Goldberg, Kansas City Royals broadcaster, didn't let the virus slow them down as they co-chaired the virtual Inclusion Connections Fashionability Gala in 2021 setting a new fundraising record!

Because of the relationships we have with the families we serve in CommunityAmerica's Special Needs Planning Center, we know how important Inclusion Connections programs are to helping build self confidence and improve overall well-being, leading to meaningful employment opportunities and greater independence.



Win for KC

The Women's Intersport Network for Kansas City (WIN for KC) was established in 1994 with the mission to empower the lives of girls and women through advocating and promoting the lifetime value of sports and fitness, while providing programs and opportunities for participation and leadership development.



The annual WIN for KC Women's Sports Awards is the largest celebration of National Girls and Women in Sports Day in the country. This annual event recognizes women and girls throughout the Kansas City area making a difference through sports and fitness.

In 2021, CommunityAmerica was the keynote sponsor for the Women's Sports Award celebration, featuring Sarah Thomas, the first full-time female official in NFL history. On April 8, 2015, the NFL announced Thomas would become the first permanent female official in NFL history and she made her NFL regular season debut, befittingly, in the Kansas City Chiefs vs. Houston Texans game.

Harvesters

On Giving Tuesday, CommunityAmerica partnered with the Kansas City Chiefs and Hy-Vee to kick off the annual Chiefs Kingdom Food Drive benefitting Harvesters - The Community Food Network.

CommunityAmerica employees volunteered alongside Kansas City Chiefs players and personnel packing up meals as well as over 2,700 Back Snacks for kids across our community. CommunityAmerica provided funding to ensure 1,000 families in the Kansas City area would enjoy a holiday dinner.



Variety KC the Children's Charity



With the help of CommunityAmerica and our giving community, Variety KC the Children's Charity is leading a drive for the #InclusionRevolution, with the goal of making Kansas City and the surrounding region the most inclusive in the nation. Variety Children's Charity of Greater Kansas City is a volunteer-driven organization committed to providing children with developmental disabilities the adaptive equipment

and opportunities needed for activity and inclusion.

We were proud to provide a new adaptive bicycle to one of the Variety kiddos, Nathaniel, and his family in August of 2021. Our employees love to be part of these presentations and were honored to be there to cheer Nathaniel along on his first ride on his new bike! #InclusionRevolution

Junior Achievement of Greater Kansas City

It was a great day celebrating the official opening of JA BizTown presented by CommunityAmerica Credit Union. JA BizTown is a real-world learning simulation which exists to inspire and prepare youth to succeed in life. Students are able to see, touch and experience "adulting" in a real-life setting of stores, shops and financial institutions. Today more than ever, young adults need a strong foundation for making intelligent, lifelong, personal financial decisions and becoming an active member in their community.

CommunityAmerica serves as the personal and business banking center within the simulated town serving thousands of visitors each year. This partnership is a natural extension of our commitment to empowering youth and families to achieve financial peace of mind.



JA BizTown

Operation Breakthrough Big Dreams, Bright Futures

2021 marked the 50th Anniversary of Operation Breakthrough.

From its humble beginnings when Sister Berta and Sister Corita took four children into their home to provide day care for poor working mothers, Operation Breakthrough now serves

hundreds of children a day in Kansas City's urban core. CommunityAmerica

has partnered with Operation Breakthrough in multiple ways

through the years, including hosting a trick or treat event, singing along with the kids at an annual holiday caroling event and supporting their largest fundraiser, Big Dreams Bright Futures.



At the 50th Anniversary celebration, CommunityAmerica CEO, Lisa Ginter, along with Veracity CEO, Angela Hurt, served as honorary chairs of the Big Dreams Bright Futures event. As presenting sponsors, our companies joined others in being recognized on the skybridge that connects the Operation Breakthrough buildings over the Troost corridor.



Grant & Sponsorship Recipients

15 and the Mahomies Foundation	Harvesters	Lawrence Children's Choir	Rockhurst University
A Turning Point	Heartland Credit Union Foundation	Lead to Read KC	Ronald McDonald House of Kansas City
Advent Health Foundation	Hillcrest Transitional Housing	Lee's Summit Symphony	Rose Brooks Center
American Heart Association	Hope House	LevelUp Kids	Rotary Club of Independence
Answering The Call	Inclusion Connections	Liberty School District Education Foundation	Sheffield Place
ArtsKC	Independence Council on Economic Development	Literacy KC	Special Olympics
Big Brothers Big Sisters	Jared Coones Memorial Foundation	Metropolitan Community College	St. Michael the Archangel Catholic School
Blue Valley Education Foundation	Johnson County Community College	Miss Amazing	Starlight Theatre
Boy Scouts Heart of America Council	Junior Achievement of Greater Kansas City	Missouri Sports Hall of Fame	The Family Conservancy
Boys and Girls Clubs of Greater Kansas City	Juvenile Diabetes Research Foundation	Monkey Brain	The Police Foundation
Camp Kesem	Kansas City Kansas Community College Foundation	Mother's Refuge	The Salvation Army
Catholic Charities of Kansas City-St. Joseph	Kansas City Kansas Public Schools Foundation for Excellence	National Credit Union Association Foundation	The Sewing Lab
Center Education Foundation	Kansas City PBS	National Multiple Sclerosis Society - Mid America Chapter	Truman Heartland Community Foundation
Central Exchange	Kansas City Public Schools Education Foundation	Nelson-Atkins Museum of Art	Truman Heritage Habitat for Humanity
Children's Mercy Hospital	Kansas City Repertory Theatre	NewHouse	Turn the Page KC
City Year Kansas City	Kansas City Symphony	Nonprofit Connect	TWA Museum
Community Assistance Council	Kansas City University of Medicine and Biosciences	North Kansas City Hospital	United Way of Greater Kansas City
Community Service League	Kauffman Center for the Performing Arts	North Kansas City Schools Education Foundation	United WE
Cristo Rey Kansas City	KC Common Good	Northland Health Care Access	Variety of Greater Kansas City
Disabled But Not Really	KC Scholars	Notre Dame de Sion	Veterans Community Project
Girl Scouts of NE Kansas & NW Missouri	KCUR	Nurture KC	Whatsoever Center
Growing Futures	Kids TLC	Olathe Public School Foundation	Who is Carter?
Guadalupe Center		Operation Breakthrough	William Jewell
Harry S. Truman I Library & Museum		Optimist Club of Lenexa	WIN for KC
		Park University	Women's Employment Network
		Phoenix Family	Wooly Farms Foundation
		Raymore Community Foundation	Worldwide Foundation for Credit Unions
		Reach Out and Read	

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