

2021

# Community Impact Report

Community  
America<sup>®</sup>  
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

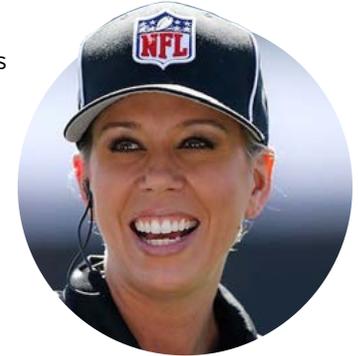
In 2021, the COVID-19 pandemic continued to present a myriad of problems and issues to overcome for our nonprofit partners. Lisa Ginter, CommunityAmerica CEO and Joel Goldberg, Kansas City Royals broadcaster, didn't let the virus slow them down as they co-chaired the virtual Inclusion Connections Fashionability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

## 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  
 A Turning Point  
 Advent Health Foundation  
 American Heart Association  
 Answering The Call  
 ArtsKC  
 Big Brothers Big Sisters  
 Blue Valley Education Foundation  
 Boy Scouts Heart of America Council  
 Boys and Girls Clubs of Greater Kansas City  
 Camp Kesem  
 Catholic Charities of Kansas City-St. Joseph  
 Center Education Foundation  
 Central Exchange  
 Children's Mercy Hospital  
 City Year Kansas City  
 Community Assistance Council  
 Community Service League  
 Cristo Rey Kansas City  
 Disabled But Not Really  
 Girl Scouts of NE Kansas & NW Missouri  
 Growing Futures  
 Guadalupe Center  
 Harry S. Truman I Library & Museum

Harvesters  
 Heartland Credit Union Foundation  
 Hillcrest Transitional Housing  
 Hope House  
 Inclusion Connections  
 Independence Council on Economic Development  
 Jared Coones Memorial Foundation  
 Johnson County Community College  
 Junior Achievement of Greater Kansas City  
 Juvenile Diabetes Research Foundation  
 Kansas City Kansas Community College Foundation  
 Kansas City Kansas Public Schools Foundation for Excellence  
 Kansas City PBS  
 Kansas City Public Schools Education Foundation  
 Kansas City Repertory Theatre  
 Kansas City Symphony  
 Kansas City University of Medicine and Biosciences  
 Kauffman Center for the Performing Arts  
 KC Common Good  
 KC Scholars  
 KCUR  
 Kids TLC

Lawrence Children's Choir  
 Lead to Read KC  
 Lee's Summit Symphony  
 LevelUp Kids  
 Liberty School District Education Foundation  
 Literacy KC  
 Metropolitan Community College  
 Miss Amazing  
 Missouri Sports Hall of Fame  
 Monkey Brain  
 Mother's Refuge  
 National Credit Union Association Foundation  
 National Multiple Sclerosis Society - Mid America Chapter  
 Nelson-Atkins Museum of Art  
 NewHouse  
 Nonprofit Connect  
 North Kansas City Hospital  
 North Kansas City Schools Education Foundation  
 Northland Health Care Access  
 Notre Dame de Sion  
 Nurture KC  
 Olathe Public School Foundation  
 Operation Breakthrough  
 Optimist Club of Lenexa  
 Park University  
 Phoenix Family  
 Raymore Community Foundation  
 Reach Out and Read

Rockhurst University  
 Ronald McDonald House of Kansas City  
 Rose Brooks Center  
 Rotary Club of Independence  
 Sheffield Place  
 Special Olympics  
 St. Michael the Archangel Catholic School  
 Starlight Theatre  
 The Family Conservancy  
 The Police Foundation  
 The Salvation Army  
 The Sewing Lab  
 Truman Heartland Community Foundation  
 Truman Heritage Habitat for Humanity  
 Turn the Page KC  
 TWA Museum  
 United Way of Greater Kansas City  
 United WE  
 Variety of Greater Kansas City  
 Veterans Community Project  
 Whatsoever Center  
 Who is Carter?  
 William Jewell  
 WIN for KC  
 Women's Employment Network  
 Woolly Farms Foundation  
 Worldwide Foundation for Credit Unions

## Board of Directors

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