

MAKING AN IMPACT TOGETHER

2020 GECU FOUNDATION ANNUAL REPORT

WHO WE ARE

The GECU Foundation* was created in 2007 to support GECU's mission and goals, and the credit union's *people helping people* philosophy by assisting local nonprofit organizations with strategic giving that makes a measurable impact. As the philanthropic arm of GECU, the GECU Foundation works to elevate El Paso by reaching the underserved parts of our community through education, community programs, charitable giving, volunteerism, community partnerships, scholarships and fundraising. We aspire to maximize our philanthropic efforts to bring people together and improve the lives of those around us.

WHAT IS PHILANTHROPY

Philanthropy helps improve the well-being of those around us by preventing and solving social problems. Philanthropy is not the same as charity. Charity focuses on eliminating the suffering caused by social problems, while philanthropy focuses on eliminating social problems.

MISSION STATEMENT

The GECU Foundation is the philanthropic arm of GECU that operates to elevate the El Paso community and the credit union movement through strategic fundraising and charitable giving.

A MESSAGE FROM US



2020 was a year that impacted people's lives across the world. As we began to see first-hand the struggles and challenges caused by the COVID-19 pandemic, we found ways to help make a difference. With the support of the GECU Foundation Board of Directors, GECU employees and members, our generous volunteers and donors, and the El Paso community, we were able to identify the needs swiftly and make an immediate impact. We are proud to be part of the fabric of our community and are here to help elevate the lives of everyone in El Paso.

It is an honor to work with so many community organizations that share the credit union's philosophy of *people helping people*. Their drive to help others continues to inspire us year after year. We would not be able to help so many people without your generous support throughout the year.

Thank you to the Board of Directors for your time, leadership and knowledge. And thank you to the El Paso community and our community partners for all of your support. Together, we'll continue to make a difference.

Crystal Long
Chairman

Georgina Hernández
Executive Director

BOARD OF DIRECTORS

The members of our Board of Directors volunteer their time and expertise to lead the GECU Foundation, grant funds to local nonprofit organizations, support the core developmental issues and align our mission to elevate the El Paso community.



Crystal Long
Chairman
GECU



Grace Vaughn
Secretary and Treasurer
Community Advocate



Elizabeth Howard
District Attorney Office



Tomás Sigala Jr.
Raise Your Hand Texas



Elvira Valles
People Fund

OUR IMPACT IN THE COMMUNITY

COVID-19 ASSISTANCE 39%

UNITED WAY OF EL PASO COUNTY 22%

DONATED MORE THAN \$623,000 IN 2020

COMMUNITY NONPROFIT ORGANIZATIONS 22%

EDUCATION INITIATIVES 17%

2020 FINANCES

Beginning Fund Balance:	\$386,933
Revenue:	\$529,148
Contributions:	\$623,905
Expenses:	\$ 73,889
Ending Fund Balance:	\$218,267

OUR IMPACT IN THE COMMUNITY

PROJECT VIDA \$10,000 DONATED

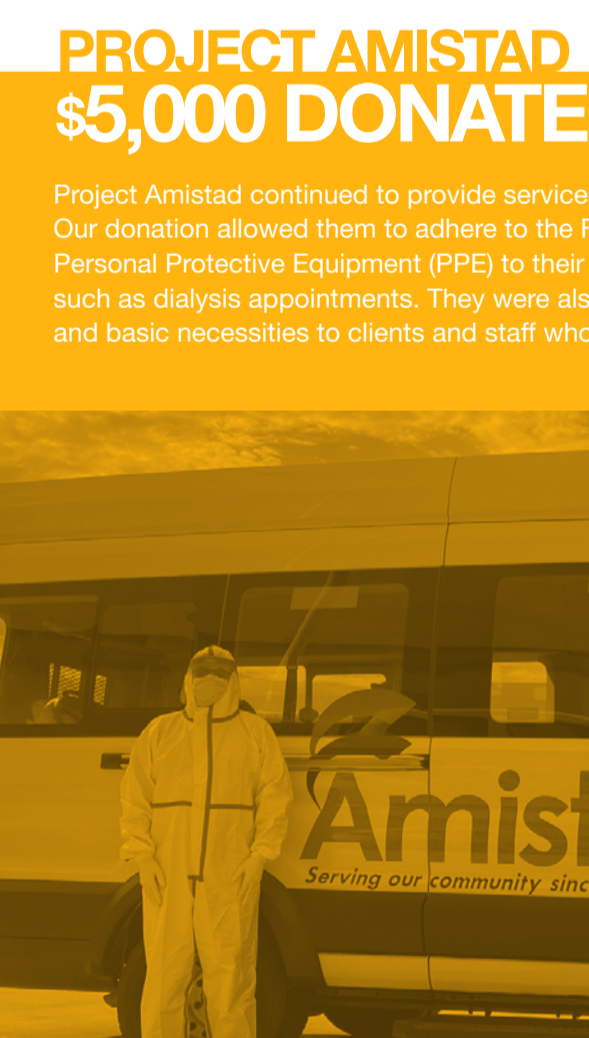
Our donation provided 8.4% of private-sector funding, or 4.8% of all funding, that allowed Project VIDA to continue with the Microenterprise Technical Assistance Program. Despite the COVID-19 pandemic lockdowns and economic devastation, the GECU Foundation was able to help Project VIDA with ...

- 52 outreach contacts
- 15 business enrollments
- 11 business plans
- 11 accounting sessions
- One workshop
- Retaining 11 jobs
- Creating 13 jobs



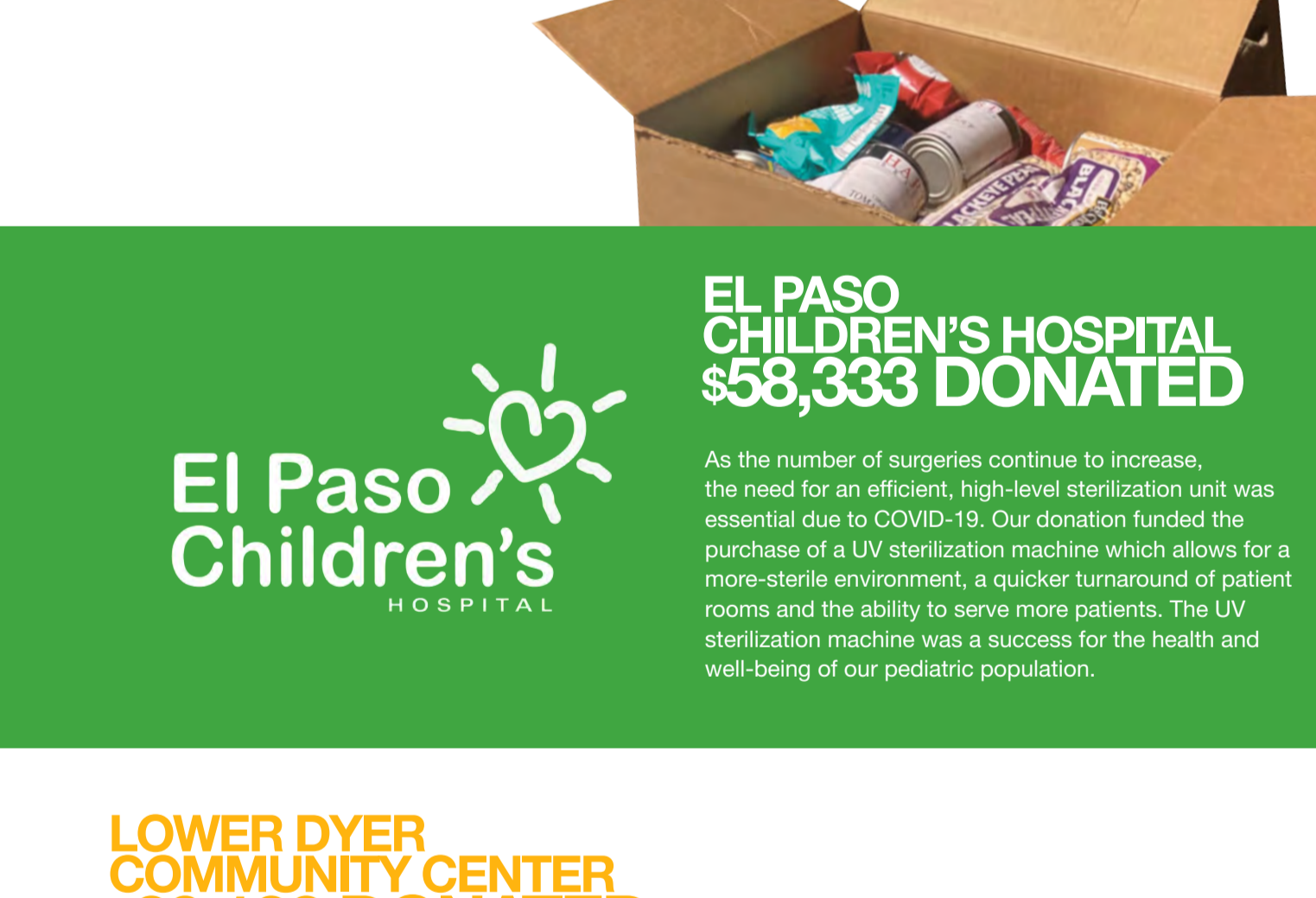
CASA OF EL PASO \$5,000 DONATED

In 2020, CASA of El Paso assisted 663 abused and neglected children with the help of 247 advocates. Our donation helped CASA of El Paso recruit, train and retain advocates to assist more children during the COVID-19 pandemic and into the future.



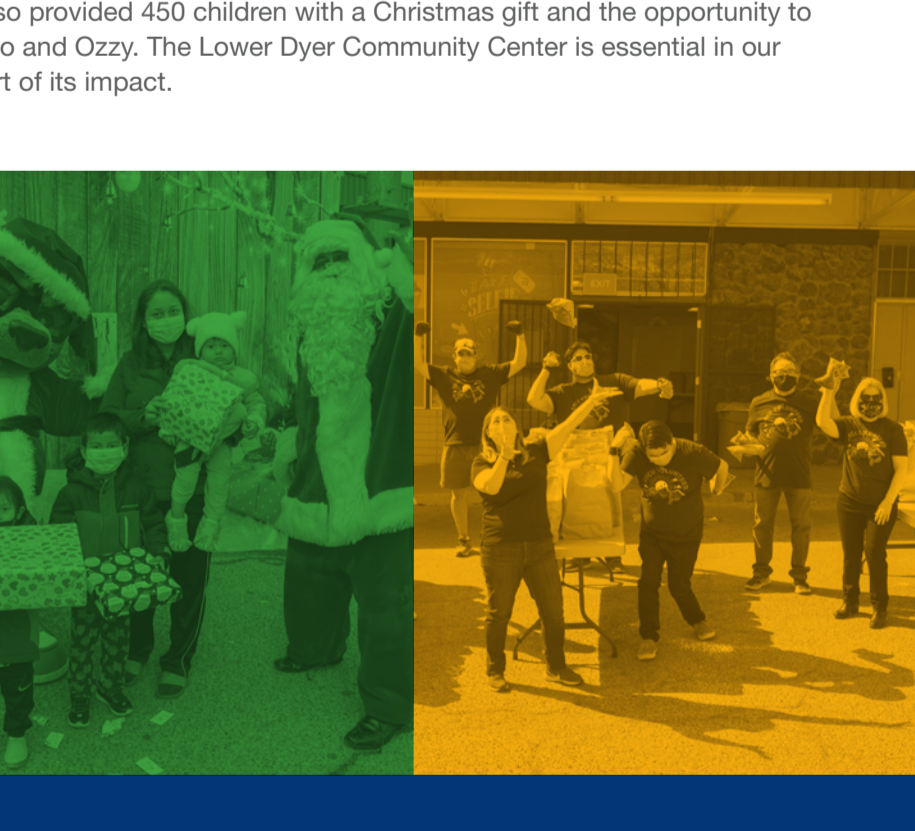
PROJECT AMISTAD \$5,000 DONATED

Project Amistad continued to provide services to families and their top priority was keeping everyone involved safe. Our donation allowed them to adhere to the Families First Coronavirus Response Act (FFCRA) and provide Personal Protective Equipment (PPE) to their drivers and guardians who transport clients to medical appointments, such as dialysis appointments. They were also able to use the donation to provide food baskets, hygiene products and basic necessities to clients and staff who were experiencing financial hardships.



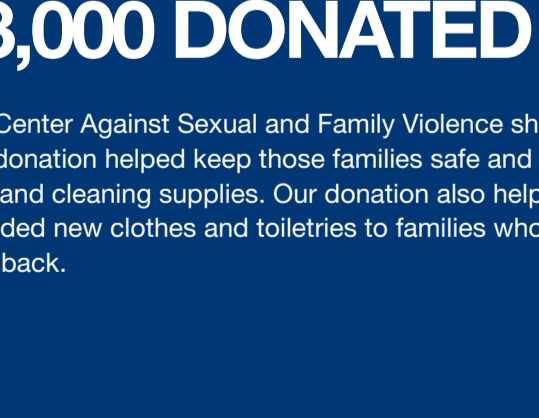
EL PASOANS FIGHTING HUNGER FOOD BANK \$60,000 DONATED

The COVID-19 pandemic directly impacted the ability for many individuals to financially provide for themselves and their families. El Pasoans Fighting Hunger Food Bank is always working to address food insecurity among children, families and seniors in the El Paso community and our donation helped provide healthy food to those in need. The food bank distributed more than 1 million emergency food boxes and more than 139 million pounds of food in 2020. Food insecurity increased by 500% as a result of the COVID-19 pandemic and we were able to make a big impact in our community.



EL PASO CHILDREN'S HOSPITAL \$58,333 DONATED

As the number of surgeries continue to increase, the need for an efficient, high-level sterilization unit was essential due to COVID-19. Our donation funded the purchase of a UV sterilization machine which allows for a more-sterile environment, a quicker turnaround of patient rooms and the ability to serve more patients. The UV sterilization machine was a success for the health and well-being of our pediatric population.



LOWER DYER COMMUNITY CENTER \$29,133 DONATED

The Lower Dyer Community Center was unable to offer many of the regular programs that they provide but they were still able to make a big impact in 2020. They served 92,017 meals and 7,193 individuals through the monthly food pantry. For Thanksgiving, LDOC assisted 221 families with a turkey and other dinner foods to enjoy the holiday together. The center also provided 450 children with a Christmas gift and the opportunity to take a picture with Santa, Dr. Blue, Chico and Ozzy. The Lower Dyer Community Center is essential in our community and we are proud to be a part of its impact.



CENTER AGAINST SEXUAL AND FAMILY VIOLENCE \$3,000 DONATED

The Center Against Sexual and Family Violence shelters families who are escaping an unsafe situation. Our donation helped keep those families safe and healthy in the facility by allowing the center to purchase PPE and cleaning supplies. Our donation also helped feed the families throughout the holiday season and provided new clothes and toiletries to families who came to the shelter with nothing but the clothes on their back.



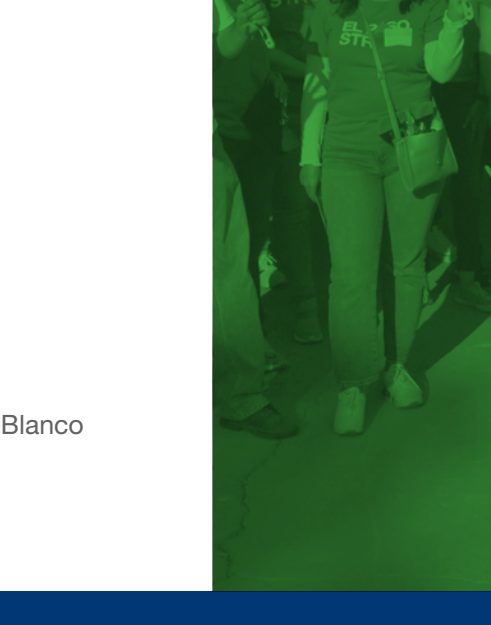
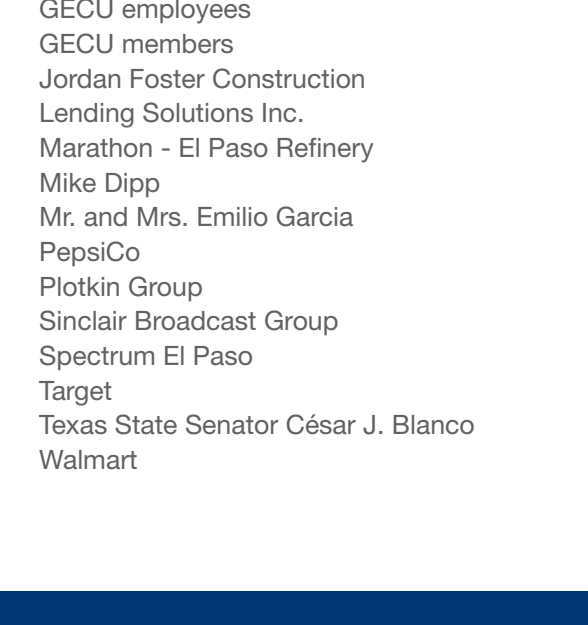
UNIVERSITY MEDICAL CENTER FOUNDATION \$20,000 DONATED

The GECU Foundation had a direct impact on the quality of care that University Medical Center (UMC) provides. Our donation allowed UMC to purchase 10 out of 100 oxygen concentrators to help with the COVID-19 pandemic. The oxygen concentrators enable UMC to discharge patients quicker so they can begin recovering in the comfort of their home sooner.



BACK-TO-SCHOOL BACKPACK DRIVE \$13,476 DONATED

Thanks to our partnership with Texas State Senator César J. Blanco, we distributed 990 backpacks to children at Constance Hulbert Elementary School, Hart Elementary School, Escontrias Elementary School and the Lower Dyer Community Center. We believe that education is vital to a child's future and the backpacks were filled with pencils, crayons, notebooks, headphones and more items that children need for a successful school year.



OUR COMMUNITY PARTNERS

Catalyst Corporate
CENTURY 21 The Edge
CO-OP Financial Services
Commercial Print Solutions
Cornerstone Credit Union League
Costco
CUNA Mutual Group
El Paso Electric
Equifax
Fidelity Information Services
GECU
GECU employees
GECU members
Jordan Foster Construction
Lending Solutions Inc.
Marathon - El Paso Refinery
Mike Dipp
Mr. and Mrs. Emilio Garcia
PepsiCo
Plotkin Group
Sinclair Broadcast Group
Spectrum El Paso
Target
Texas State Senator César J. Blanco
Walmart

