



TOGETHER,

WE

FLOURISH

WHO WE ARE

The GECU Foundation[®] serves as the philanthropic arm of GECU to elevate the communities that we serve. We focus on philanthropic and charitable giving, community sponsorships, community programs, education, fundraising, and volunteerism that make an impactful difference and bring people together.

The GECU Foundation focuses on 11 core developmental issues that affect our communities:

- Health
- Hunger
- Housing
- Education
- Environment
- Representation
- Access to credit
- Savings mobilization
- Appropriate technology
- Employment and income generation

MISSION STATEMENT

The GECU Foundation is the philanthropic arm of GECU that operates to elevate the communities that we serve and the credit union movement through strategic fundraising and charitable giving.

A MESSAGE FROM US

2022 was a historic year for the GECU Foundation. We donated more than \$665,000 — setting a record for the most donations made by the GECU Foundation in a year. This record was made possible with the support that we received from our generous donors, the GECU Foundation Board of Directors, our community sponsors, and GECU employees and members. Your donations and volunteerism allow us to help uplift the lives of everyone in El Paso by supporting major initiatives and non-profit organizations that fulfill the needs of the community. It's important for us to support these organizations because they strengthen the future of our communities.

It's an honor to work with various community organizations, and it's exciting to be able to support organizations that focus on our 11 developmental issues. It is empowering to see how our donations are helping the El Paso community flourish, and we are proud to be part of the process.

We are grateful for the time, leadership and knowledge that our board of directors continues to give to the GECU Foundation. Together, we strengthen the future of those who we serve.

Crystal Long, *Chairman* Georgina Hernández, *Executive Director*

BOARD OF DIRECTORS

Crystal Long, Chairman — GECU
Grace Vaughn, Secretary and Treasurer — Community Advocate
Valerie Venegas — Federal Bureau of Investigation
Tomas Sigala Jr. — The School of Science and Technology
Eivira Valles — PeoplePlant

The members of our board of directors volunteer their time and expertise to lead the GECU Foundation and non-profit organizations in El Paso, and support the core developmental issues.



OUR IMPACT

DONATED MORE THAN \$665,000 IN 2022



2022 FINANCES**

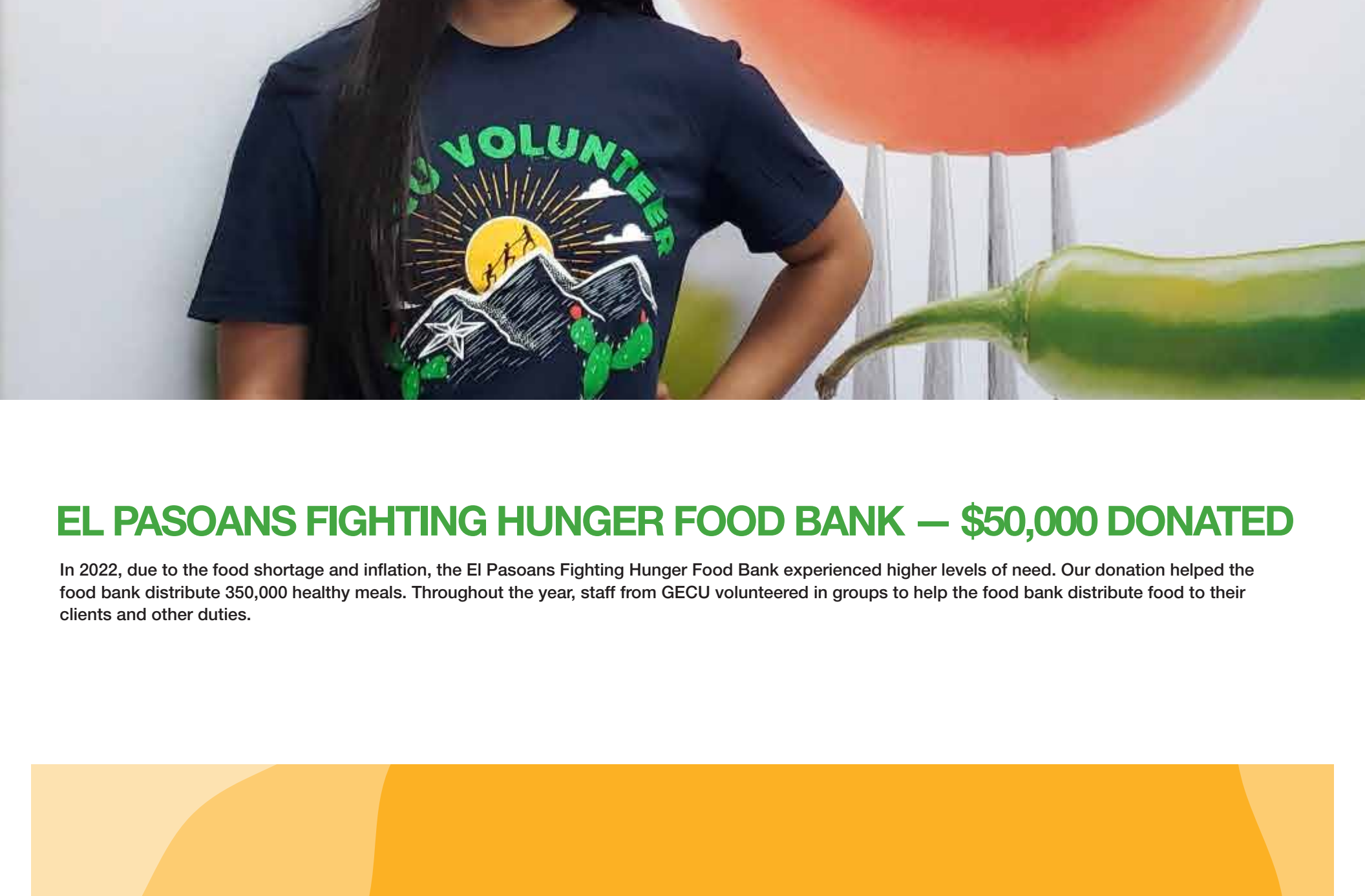


**The information above is from unaudited financial statements.

VITA

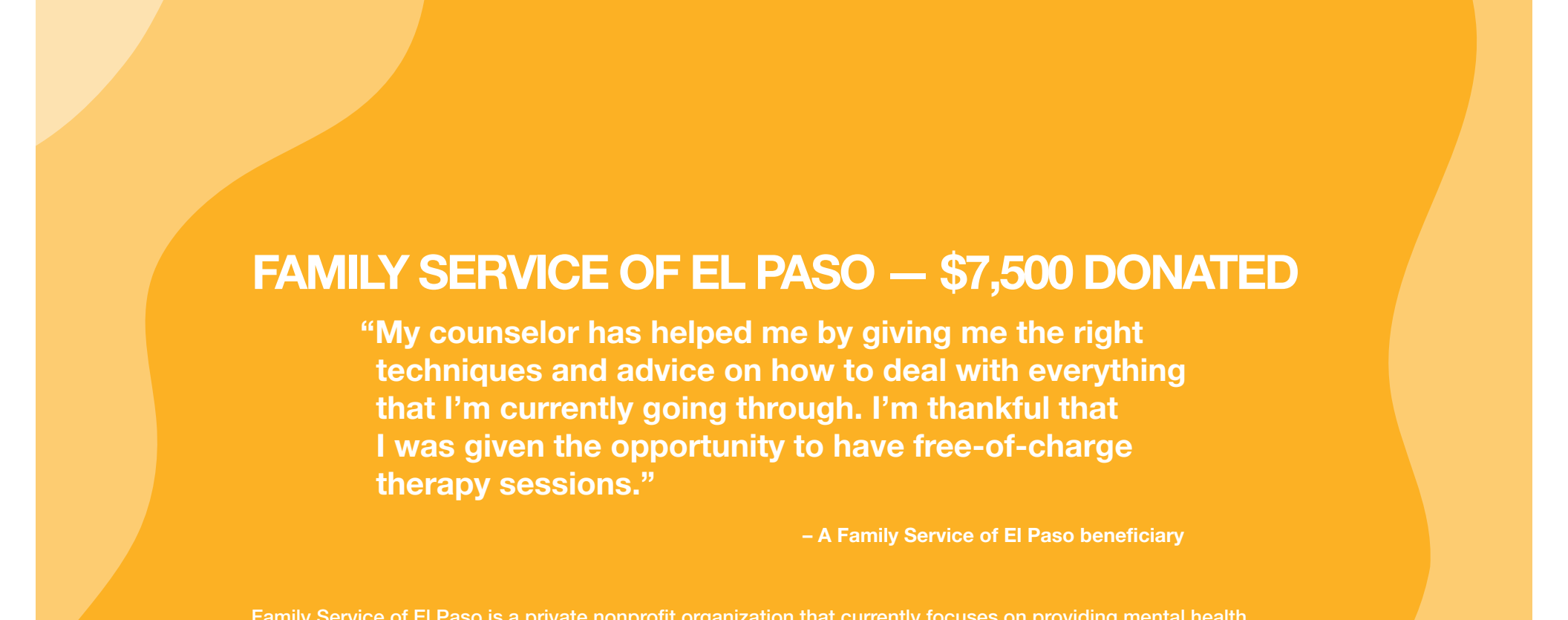
The 2022 VITA program began the first quarter of the year with a commemorative inauguration event at the GECU VITA Superstore at Eastridge Plaza in El Paso. In February 2022, the IRS wrote an article on their internal media network about our VITA inauguration press conference that recognized our program efforts. IRS Stakeholder Partnership, Education and Communication Senior Tax consultant Maria Bustamante said, "Having a volunteer pool that consists of local high school and university students, (as well as) retirees and professionals, is a huge asset that makes the VITA program a success." After the article's publication, our VITA stakeholders reached out to Maria Bustamante to inquire more about how we tailor the success of our VITA program.

By the end of the 2022 program, VITA filed 10,316 tax returns, helped bring in a total of \$18.7 million in tax refunds to the El Paso region, and helped eligible individuals claim and receive the Earned Income Tax Credit, bringing a total of \$6.3 million in Earned Income Tax Credit.



ELEVATING OUR COMMUNITIES

This year, the GECU Foundation continued to elevate the El Paso community by donating to community-driven causes such as assisting those experiencing homelessness, supporting micro enterprises, advocating for children's futures, helping to build or rebuild homes for families, and many other ways.



"I really enjoy learning about different languages and how to make dishes from different countries."

— A Common Threads El Paso student

COMMON THREADS EL PASO — \$10,000 DONATED

Common Threads is a national nonprofit organization that provides children and families with cooking and nutrition education courses, encouraging healthy habits for their wellness. They equip under-resourced communities with the necessary information to make affordable, nutritious and appealing food choices. Common Threads knows that food is rooted in culture and tradition, as they promote diversity in their lessons and recipes to encourage participants to celebrate the world around them. At the end of 2022, our donation helped Common Threads El Paso serve 648 individuals and provided:

- 14 programming sites
- 3,244 healthy snacks and meals
- 2,931 hours of hands-on nutrition education and cooking programming

YWCA — \$15,000 DONATED

In 2022, with the support of the GECU Foundation, the YWCA of El Paso was able to continue to fund their LIFT (Learn, Invest, Focus, Train) Workforce Development program that teaches participants about customer service, computer literacy skills and Google Drive navigation, and provides assistance with job searching. From September 1 to December 31, the YWCA LIFT Workforce Development program served 52 participants at the beginning of the program and 46 participants completed the program.



KIDS EXCEL EL PASO — \$5,000 DONATED

The Kids Excel El Paso (KEEP) art education outreach program helps elementary students improve and enhance their academic performance. Students participating in the KEEP program experience a fast-paced, challenging, inclusive, and fun approach to learning a dance choreography that teaches them the meaning of excellence. With our support, KEEP served more than 1,500 children from 21 elementary schools in three independent school districts in El Paso for the 2022-2023 school year. Our donation helps KEEP continue to provide its art education outreach program and fill the fine arts opportunity gap for children in elementary schools in El Paso.



EL PASOANS FIGHTING HUNGER FOOD BANK — \$50,000 DONATED

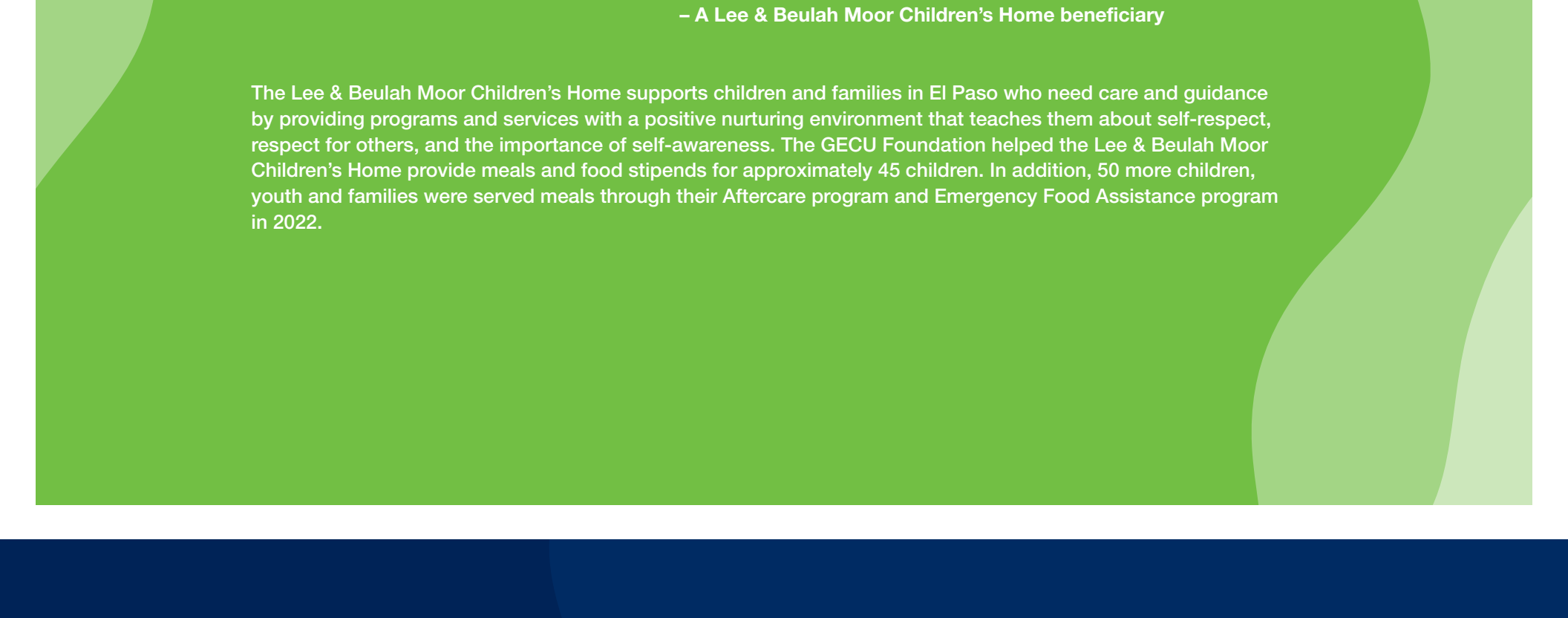
In 2022, due to the food shortage and inflation, the El Pasoans Fighting Hunger Food Bank experienced higher levels of need. Our donation helped the food bank distribute 350,000 healthy meals. Throughout the year, staff from GECU volunteered in groups to help the food bank distribute food to their clients and other duties.

FAMILY SERVICE OF EL PASO — \$7,500 DONATED

"My counselor has helped me by giving me the right techniques and advice on how to deal with everything that I'm currently going through. I'm thankful that I was given the opportunity to have free-of-charge therapy sessions."

— A Family Service of El Paso beneficiary

Family Service of El Paso is a private nonprofit organization that currently focuses on providing mental health services to individuals who are uninsured or underinsured. Our donation helped Family Service of El Paso provide additional low cost or free of charge drive-in health counseling and therapy services to 156 of their clients. In 2022, Family Service of El Paso was able to provide 21,183 counseling sessions to 2,206 families and individuals, which resulted in an average of 9.4 sessions per client.



"Even though I'm not a huge spender, this course helped me see how my choices can affect my future. I learned how credit and debit cards can cause debt quickly if my money is not managed correctly. I also learned that saving is an important part of life if I want to make big purchases like a new car or house."

— A Financial Literacy Bee scholar

FINANCIAL LITERACY BEE — \$10,000

ImagineU by GECU teamed up with EVERFI's Financial Literacy Bee — a national and local financial literacy challenge and college scholarship opportunity for high school students in El Paso. Participants were given the opportunity to learn about important financial concepts like saving, budgeting and investing, in a fun, accessible and convenient way through ImagineU's financial education tools. The GECU Foundation donated \$10,000 to the El Paso Credit Union HOAP Inc. (HOAP), and the HOAP awarded the funds to EVERFI's Financial Literacy Bee scholarship recipients.

HABITAT FOR HUMANITY OF EL PASO — \$10,000

Habitat for Humanity of El Paso is an international nonprofit organization that helps families build and improve places to call home. Each year one home is built by the affiliate in El Paso. Our donation contributed to the building of a home for a single mom with two children. The construction on the home began in December of 2022, and is projected to be completed May of 2023.

LEE & BEULAH MOOR CHILDREN'S HOME — \$5,000

"Your contribution not only funded food, but also a healthy future for our children. This donation also helped create happy memories that our children and cottage parents will never forget."

— A Lee & Beulah Moor Children's Home beneficiary

The Lee & Beulah Moor Children's Home supports children and families in El Paso who need care and guidance by providing programs and services with a positive nurturing environment that teaches them about self-respect, respect for others, and the importance of self-awareness. The GECU Foundation helped the Lee & Beulah Moor Children's Home provide meals and food stipends for approximately 46 children. In addition, 551 more children, youth and families were served meals through their Aftercare program and Emergency Food Assistance program in 2022.

OUR COMMUNITY SPONSORS

The GECU Foundation is grateful for the help we receive from our donors and sponsors that allows us to continue to grant funds to various organizations.

"The GECU Foundation is a registered 501(c)(3) public charity established to increase philanthropic efforts and provide financial literacy education programs and charitable grants. If you donate more than \$250 to the foundation in a year, you may be eligible to receive a tax receipt for your donation. Please consult your tax advisor."

- ALM First
- AT&T
- Audi of El Paso
- Big Media
- Borderplex Alliance
- Catalyst Corporate Federal Credit Union
- City National Rockdale
- Co-Op Financial Services
- Commercial Print Solutions
- Computacenter
- CUNA Mutual Group
- Dell
- Dick Pos Chrysler Jeep Dodge Ram
- Entrust
- Equifax
- FHN Financial
- FIS
- GECU
- GECU employees
- GECU members
- L&J's Cafe
- LSI
- Marathon - El Paso Refinery
- Mastercard
- MCC
- Mountain Star Sports Group
- NCR
- ONE Gas
- PepsiCo
- Rudolph Auto Group
- Sequel Data
- SNI
- Sinclair Broadcast
- Spectrum Reach
- Spectrum Technologies El Paso
- SWBC
- Texas State Senator Cesar J. Blanco
- Townsquare Media
- UTEP Athletics
- Vericast

